# Proposed Scope of Work

## Regional Identity Team

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## Introduction

To follow is a proposed Scope of Work that was developed as a result of a team meeting hosted on June 7, 2016 in which the Regional Identity Team discussed and identified key priorities for their work moving forward.  Included are action items that require prioritization, analysis related to the resources needed to execute them and timelines for suggested implementation.

## Scope of Work

### Action Item: Branding

The team identified branding as a key priority.  It is suggested that the team consider the 7 steps of branding as presented in their meeting on June 7th as a possible guide to help them execute their work.  The steps identified are as follows:

1. Assessment/Audit: What is your place?

2. Analysis and Advantage: What should you be known for?

3. Alignment: What are your relationships?

4. Articulate: How will the brand be expressed/seen?

5. Activation: How does this come to life?

6. Adoption and Attitudes: What can stakeholders do?

7. Action and Afterward: How to manage the brand?

## Suggested Process

It is suggested that the team develop SMART goals to assist them in the execution of this work.  This process was started at the meeting on June 7th, but was not completed due to lack of time.  Specific goals as related to each step should be developed.  Provided, to follow within this document, is a SMART goals planning grid that can assist the team in developing their goals further.  As a reminder, SMART goals should incorporate the following:

| Specific | • It should answer What? Why?  and How |
| Measurable | • Establish way to measure your progress |
| Attainable | • Should not be far out of reach |
| Realistic | • Represent things which you are willing to commit |
| Timely | • Have a time frame for achievement |

## Planning Tool

To follow is a tool that can assist the team in brainstorming the specific steps related to the branding work that they discussed and identified as a priority.  It is assumed that the goals that the team develops

will be attainable and realistic and, insomuch, this tool was designed to help them identify the specific steps, measurements and timelines.

| General Goal | Specific Steps | How to Measure | Time |
|---|---|---|---|
| Identify who we need to pull in to include community members | | | |
| Establish the need for a brand to include how it will be pitched/sold to the community | | | |
| Identify the best way to communicate with the community | | | |

| | | | |
|---|---|---|---|
| Identify what resources are needed | | | |
| Assess skills – what skills does the group have and what skills are needed. | | | |
| Identify who is responsible for the work | | | |
| Identify how decisions will be made | | | |

| | | | |
|---|---|---|---|
| Assessment and audit process – identify the region's place | | | |
| Analysis and advantage – identify what should the region be known for | | | |
| Alignment – identify what relationships should the brand have with other brands | | | |
| Articulate – what marketing and communication tools will showcase the brand – also, what already exists | | | |

| | | | |
|---|---|---|---|
| Activation – identify how will the brand come to life – funding, execution, sustainability | | | |
| Adoption and attitudes – what can people/stakeholders and other partners (state, etc.) do to help support the brand | | | |
| Action and afterward – how is this managed, kept fresh and relevant? | | | |

## Suggested Methodology

It is suggested that team allocate their next two or three meetings to brainstorming and addressing the following:

o Determine which action items are short term vs. long term and work to address some of the short term action items if applicable.  For example, it may be possible for the team to identify how decisions are made or who else needs to be involved right away, whereas some of these goals are longer term objectives.

o Identify what work has already been executed against each of the aforementioned actions items. How will that work be accumulated and assessed?  As a reminder, just because certain work has been done, it does not mean that the work meets your needs.  Each tool has "a job to do" and, in this regard, past work and existing tools should be critically evaluated in a healthy and supportive way to see if they are doing the job in a way that specifically meets your needs and objectives.

o Once you know what has already been accomplished you can then identify what work could specifically be done as related to each of the action items.  How will the work be completed?  What resources (human/financial) are needed? How long will it take?

**Conclusion**

In considering the outcomes of the meeting hosted on June 7th it is my hope that the Regional Identity Team now has a clear path forward to assist them in meeting their team objectives.  Working toward the development of SMART goals as related to their areas of interest will help them to discuss action items, reach consensus on what should be done, how that work should be accomplished and to consider the timeline associated with their work.